IT Unit 4

Topic 2

# Information management

**Importance of data & information to organisations** (Informatics, p 247)

1. Distinguish between data & information.

* Data refers to the raw, unorganised facts, figures and symbols fed to a computer during the input process. Information is when the data is processed and manipulated into a meaningful and useful form that can assist in decision making (the output).

1. How is information used in an organisation?

* To persuade a view or what action should be undertaken
* To assist with decision making

1. What are the qualities of data required for effective decision-making? Elaborate on each of the following qualities:
   1. Complete information

* Means the information provided includes all relevant information where the user doesn’t have to ‘go looking’ for any additional information.
  1. Timely information
* Self-explanatory; information needs to be delivered in a timely manner with current data to back-it-up. i.e. there is no point in receiving notification of a family gathering the night after the event has been held.
  1. Accurate information
* Information needs to be accurate, Incorrect information will lead to the wrong decisions being made or problems remaining unsolved. So even if the source data is correct, information produced by a computer may be inaccurate, meaning it still needs to be manually checked for accuracy before being produced.
  1. Unbiased information
     1. Bias through sorting
* The way in which lists are sorted can introduce bias. In many cases, this is unavoidable, as any list must have a beginning and an end. E.g. lists can be sorted by popularity rather than alphabetical, resulting in ‘bias through sorting’. So in some cases this may be unavoidable, but should be kept in mind to try and avoid.
  + 1. Bias through graphics
* Bias can occur in selecting the graphic, the scale used and the size chosen. Graphics should be sized proportionally, to avoid overstating or trivialising the importance of any of the variables involved.
  1. Clarity of the message
* If the intended message or conclusion of the report is not clear, the effectiveness of the message will be diminished, even if all the information is included. So when processing and developing information, there is a need that the information is presenting in a simple, easy to read and understandable manner where the message is clearly stated and communicated.

**Goals & objectives of organisations & information systems** (Informatics, p 249)

1. What is the purpose of a strategic plan?

* To identify long-term goals within an organisation.

1. What is the purpose of a mission statement? How does it differ from a vision statement?

* A mission statement defines an organisation’s purpose or what it is trying to achieve; the mission of most companies is to make a profit, other than non-profit organisations which aim to help the community and/or society.

The major difference between a mission and vision statement is, a mission statement concentrates on the present, while a vision statement focuses on the future.

1. Distinguish between goals & objectives.

* Objectives are small achievable tasks undertaken to accomplish goals, while goals are larger milestones in relation to achieving the mission statement of the organisation.

1. Give examples of different goals for businesses as opposed to non-profit organisations.

Profit:

* Increase sales by 10% over a one-year period
* Expand the company

Non-profit:

* Cover a wider range of people
* To have over 12 major fundraising days for the year

1. List some common goals of an organisation.

* Increasing the company’s profit margin
* Expand the company
* Provide quality service
* Maintain confidentiality

**Information Systems: (p 251)**

1. What is an information system? What is its overall purpose?

* An information system is a network that people and organizations use to collect, filter, process, create and distribute data. They are created to help support the organisational goals and can also help an organization improve its efficiency, effectiveness and decision-making.

1. What is a system goal?

* A system goal explains how the specific role of an information system will help in achieving an organisational goal.

1. List three basic goals of an information system. Use an example to explain how they can help an organisation achieve its goals.
2. To produce information
3. To be collaborative
4. Assist with decision making

* Kelvin/Mr Baird, I believe these aren’t the right goals, but I can’t seem to find any real examples in the book. So during next class, if you get the opportunity to bring it up, could you? I would like to know what the others answered in relation to this two-part question.